Joseph Randall Elledge II, PhD

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EDUCATION

Columbia International University *December 2021*
Doctor of Philosophy (Ph.D.), Organizational Leadership

Liberty University *August 2018*
Master of Science, Sport Management

North Greenville University *May 2015*
Bachelor of Science, Sport Management

- *Sport Management Professional Excellence Award (2015)*
- *Sport Management Society President (Spring 2012-Fall 2014)*

EXPERIENCE

Snap! Mobile - Remote
Customer Success Manager **July 2022 – Present**

- Serve as an industry expert and respond to customer inquiries in a timely fashion.
- Take ownership of customers' issues and follow problems through to resolution.
- Guide prospective customers to the correct Account Executive or team and answer questions about the various sales tools within Snap! OS with confidence.
- Proactively reach out to customers when issues are identified using tools such as Zendesk.
- Tag and catalog issues appropriately utilizing our internal ticketing tool.
- Gather feedback directly from customers and surface to appropriate internal constituents as needed.
- Lead training with Sales staff on how customer support can provide value to their team.
- Contribute to the content and general organization of documents related to Customer operations, including SOPs, email templates, internal knowledge base articles, etc.

SellOutSource - Remote
Business Development Manager **July 2022 – Present**

- Consistent outbound sales efforts, primarily via phone calls, to local businesses and individuals to qualify ticket plans, group sales, and/or sponsorship leads for the team's account executives for Carowinds Amusement Park and the High Point Rockers baseball team.
- Handle inbound marketing qualified leads
- Maintained prospect details, contact intelligence, and account notes in HubSpot.

The Blood Connection – Lexington, SC
Business Development Specialist **July 2021 – July 2022**

- Designed, developed, and executed strategic promotions for creative blood drives, such as Pint for Pint Beer Night which received 112 blood donations in one day, the largest blood drive in the history of the Columbia region.
- Prospected 15-20 new sponsor organizations daily through on-site visits, cold-calling, and email solicitation.
- Planned marketing initiatives to collaborate with other organizations, such as Sororities at University of South Carolina, Make a Wish, Lymphoma and Leukemia Society Campaign, and Real Men Wear Pink campaigns, raising over $15,000 for these campaigns.
- Led and coached a team of 4 Account Managers in territory regularly to grow donor participation and blood drive frequency.

- Analyzed data and group population to determine proper goal setting for accounts for 85% or higher accuracy to monthly goal.

Irmo Chapin Recreation Commission - Seven Oaks Park– Columbia, SC
Facility Manager **October 2019 – July 2021**

- Coordinated and evaluated recreation and leisure events, programs, activities, camps, and services for 30,000 square-foot facility including indoor and outdoor facilities.
- Increased revenue for facility rentals from $37,000 in 2018-2019 to $92,000 in 2020-2021.
- Closed large groups for high revenue rentals, such as Pete for America hosting a presidential campaign event generating over $5,000 for a single day rental.
- Developed relationships with groups that lead to long-term rentals, such as Palmetto Championship Wrestling to be the exclusive facility partner generating projected $9540 in yearly revenue & Radius Church resulting in $15,000 in year revenue.
- Managed staff of 8 part-time staff members, including Front of House staff in day-to-day activities.
- Planned quarterly operations to assess compliance with budgets and determine necessary adjustments for the future.

Irmo Chapin Recreation Commission - Crooked Creek Park. – Chapin, SC
Front Desk/Account Manager ***Aug 2017 – October 2019***

- Manage & develop relationships with 150 afterschool care accounts that generate an average of $7,000
- weekly for 39 weeks and close to $250,000 for the year.
- Prospect, contact and meet new potential sponsors for athletics, programming, and special events that resulted in surpassing goals for each specialized event.
- Led event management for special events, such as the Summer Movie Series at Melvin Park with an average attendance of 500+.
- Managed daily facility management such as supervising part-timers, setting up for events/rentals, and cash handling.

University of South Carolina Ticket Office - Columbia, SC
Full Time – Ticket Office Assistant ***Sept 2016 – Aug 2017***

- Provided customer service with inbound and outbound phone calls for season ticket holders with season ticket renewals, upgrade requests, and upselling different experiences, premium packages, and other ticketing inventory.
- Operated in the box office, sold day-of tickets for all gamecock athletic events, and work ticket resolution for events to offer solutions for customer needs using Ticketmaster Host.
- Experience with ticketing for NCAA Tournament for Men's and Women's Soccer, Birmingham Bowl, and Men's and Women's Basketball NCAA Tournament appearances.

Francis Marion University – Florence, SC
Athletic Marketing Intern ***Aug 2015 – May 2016***

- Collaborated with Athletic Director with all event operations for all 100+ home athletic events including promotional materials, in-game promotions events, social media, fundraising, hospitality, and game management.
- Led marketing and promoting efforts for the athletic department, highlighted by working with iHeart Media and Pepsi to promote FMU Athletics throughout the Pee Dee Area.
- Led Swamp Fox Club phone renewal efforts, strategized the Elite 8 Club in support of Women's Basketball, solicited gifts for the Swamp Fox Club Auction and solicited sponsorship for athletics.
- Worked with Boy's and Girl Club to coordinate Boy's and Girl's Club Day for FMU Baseball & Softball, which won the Peach Belt Conference's annual community engagement award.